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Message Text

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ACTION COME-00

INFO OCT-01 EUR-25 NEA-10 ADP-00 EB-11 CIAE-00 INR-09

NSAE-00 RSC-01 RSR-01 /058 W
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R 191155 Z MAR 73
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 1529
INFO AMEMBASSY LONDON

C O N F I D E N T I A L TEHRAN 1765

DEPARTMENT FOR NEA/ IRN

DEPARTMENT PASS COMMERCE

E. O. 11652: GDS
TAGS: ETRD
SUBJECT: TEXAS INSTRUMENT REQUEST FOR COMMERCIAL INFORMATION

REF: A. LONDON 2594 B. USDOC 3529

1. LONDON REFTEL RELAYED REQUEST TELEXED TO LONDON FROM TEXAS INSTRU-

MENTS CO. (TI) ASKING FOR INFORMATION ON NAZEM AGHASSIPOUR WHO HAD BEEN INTRODUCED TO FRED MARTIKAN, INTERNATIONAL MARKETING MANAGER FOR ONE OF TI' S SUBSIDIARIES, BY LOCAL U. S. BUSINESSMAN BRUCE WENTNER
.
USDOC REFTEL ASKED FOR ETDR' S ON BOTH AGHASSIPOUR AND WENTNER.

2. BACKGROUND: TI BEGAN AS LEADING GEOPHYSICAL SURVEY FIRM (IN WHICH FIELD STILL HOLD IMPORTANT PLACE) WHICH DEVELOPED ADVANCED ELEC-TRONIC METHODS FOR COLLATING GEOPHYSICAL DATA AND MOVED FROM THIS TO SEMICONDUCTORS, ELECTRICAL AND THERMOSTATIC CONTROLS AND MINIA-TURIZED COMPONENTS PERMITTING WIDE RANGE OF SPECIALIZED APPLICATIONS OF SMALL COMPUTER RANGING FROM HOSPITAL LOGISTICS CONTROL TO WEAPONS GUIDANCE SYSTEMS. SO FAR TI HAS BEEN SLOW TO ENTER IRANIAN MARKET (IT LOST MAJOR GEOPHYSICAL SURVEY CONTRACT HERE SEVERAL YEARS AGO) ALTHOUGH IT DOES SELL WEAPONS GUIDANCE SYSTEMS FOR IRAN THROUGH DIRECT CONTRACTS WITH DOD. FEW EFFORTS TI HAVE MADE HERE HAVE BEEN
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UNCOORDINATED AND IMPROVISED, SUCH AS RECENT MARTIKAN FLYING TRIP.

3. EMBASSY HAS DETERMINED THAT ALMOST ENTIRE RANGE EXTREMELY DIVERSIFIED TI PRODUCTS AND SERVICES, MANY OF WHICH TECHNICALLY ADVANCED BEYOND OTHER U. S. OR FOREIGN COMPETITION, ARE HIGHLY SALABLE VARIOUS SECTORS IRANIAN MARKET AND COULD PRODUCE SALES IN MILLIONS OF DOLLARS
.
ACCORDINGLY, EMBASSY BELIEVES SPECIAL EFFORT JUSTIFIED TO INDUCE TI TAKE COORDINATED AND THOUGHTFUL APPROACH TO ENORMOUS OPPORTUNITIES AVAILABLE TO IT IN IRANIAN MARKET.

3. EMBASSY REQUESTS DEPARTMENT IN COORDINATION WITH COMMERCE CALL MARK SHEPHERD, JR., TI PRESIDENT (OR IN HIS ABSENCE EDWARD O. VETTER,

EXEC V. P.) AT HEADQUARTERS TI IN DALLAS (214) 238-2011 AND ASK THAT PERSON REPRESENTING ALL SEGMENTS TI BE SENT WASHINGTON FOR REPLY

TO TI REQUEST LONDON REFTEL. IF TI INSISTS, FOLLOWING CAN BE CONVEYED LETTER OR TELEX, BUT WE HOPE, IN LIGHT PREVIOUS TI DIFFICULTIES IN UNDERSTANDING IRANIAN BUSINESS SCENE, THAT PITCH CAN BE MADE TO TI REP IN PERSON FOR MAXIMUM IMPACT.

4. WE WOULD LIKE TO HAVE REP UNDERSTAND THAT THE EMBASSY BELIEVES THAT THE MARKET POTENTIAL FOR TI IN IRAN IS SO LARGE THAT HAVING DIFFERENT IRANIAN REPRESENTATIVES FOR SOME SEGMENTS OR FOR PARTICULAR DEALS OF TI IS INADEQUATE TO REALIZE THIS POTENTIAL. MOREOVER, SUCH SCATTERED REPRESENTATION PREVENTS TI FROM ESTABLISHING WITH IRANIAN DECISION- MAKERS A CONTINUING STATURE COMMENSURATE TO ITS INTERNATIONAL REPUTATION AND IMPORTANCE. THESE DECISION- MAKERS NEED TO BE MADE AWARE INITIALLY AND THEN KEPT CONSTANTLY INFORMED OF NUMEROUS AND VERY VARIED SERVICES AND GOOD TI CAN PROVIDE AND THIS CAN ONLY BE DONE BY PERMANENT AND COORDINATED REPRESENTATION. WITH PREPARATION FOR EXECUTION OF NEW FIVE YEAR PLAN NOW FAR ADVANCED, THIS WOULD BE A PARTICULARLY PROPITIOUS TIME FOR TI TO ESTABLISH SUCH REPRESENTATION HERE.

5. IN REPLY TO TI' S REFTELS, NAZEM AGHASSIPOUR IS WELL KNOWN PROFESSIONAL INTERMEDIARY WHO SPENDS MOST OF HIS TIME IN DENMARK WHERE HIS WIFE AND CHILDREN LIVE. HE VISITS TEHRAN WHEVER A BUSINESS OPPORTUNITY ARISES. HE OPERATES OUT OF HIS HOUSE AND HAS NO OFFICE OR ORGANIZED COMPANY. WE HAVE DETERMINED THAT IN NIOC HE HAS PERSONAL ACCESS TO SEVERAL HIGH- RANKING OFFICIALS THROUGH LONG- STANDING
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FRIENDSHIPS AND IS THEREFORE ABLE TO PERFORM INTRODUCTIONS WHICH MIGHT

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OTHERWISE TAKE LONGER TO ACHIEVE, BUT HE DOES NOT RPT NOT HAVE IN-
FLUENCE SUFFICIENT TO INDUCE THESE OFFICIALS TO MAKE A DECISION
FAVORABLE TOHIS CLENTS. FURTHERMORE, HE CANNOT PROVIDE THE CON-
STANT MONITORING AND FOLLOW- UP NECESSARY TO PUT THROUGH A DEAL ONCE
IT HAS BEEN PROPOSED, AND TO GIVE PERMANENT REPRESENTATION.
AGHASSIPOUR HAS GOOD REPUTATION FOR PERSONAL HONESTY, BUT USE OF
HIM OR ANY INTERMEDIARY PRESENTS RISKS FOR FOREIGN COMPANY WITH
WHICH DEPARTMENT FAMILIAR. J. J. ZAND AND HIS COMPANY, DIESEL POWER
TRADING COMPANY, LTD., ARE WELL AND FAVORABLY KNOWN TO THE EMBASSY.
DIESEL POWER REPRESENTS A NUMBER OF U. S. FIRMS, MOSTLY IN CONSTRUC-
TION AND HEAVY EQUIPMENT, SUCH AS GM, GALION, P& H, INGERSOLL- RAND,
LITTON INDUSTRIES AND UNITED RIG. THE COMPANY IS WELL ORGANIZED,
CAPABLY MANAGED, AND HAS GOOD SALES RECORD. ZAND' S CONNECTIONS AT
THE TOP OF THE GOI ARE EXCELLENT AND FRUITFUL. HE AND HIS COMPANY
HAVE HAD SOME EXPERIENCE IN MILITARY PROCUREMENT, BUT REPRESENTA-
TION OF TI' S EXCEEDINGLY SOPHISTICATED MILITARY EQUIPMENT WOULD
CLEARLY BE A NEW VENTURE FOR ZAND. BRUCE WENTNER
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